

SHOWCASE **DiVA**™

Showcase Diva is the savvy woman's favourite channel for the hit movies and popular series they love.

new and returning content

Paper Heart

Making her screenwriting debut, actress Charlyne Yi (*Knocked Up*) embarks on a quest across America to make a documentary about the one subject she doesn't fully understand: Love. Stars Michael Cera and Charlyne Yi.



38 - For more, please visit ShawMedia.ca

Paper Heart

Sherlock Holmes

Detective Sherlock Holmes and his stalwart partner Watson engage in a battle of wits and brawn with a nemesis whose plot is a threat to all of England. Stars Robert Downey Jr., Jude Law and Rachel McAdams.



Sherlock Holmes

The Box

A small wooden box arrives on the doorstep of a married couple, who know that opening it will grant them a million dollars and kill someone they don't know. Stars Cameron Diaz and James Marsden.

Fame

An updated version of the 1980 musical, which centered on the students of the New York Academy of Performing Arts. Stars Kelsey Grammer and Megan Mullally.

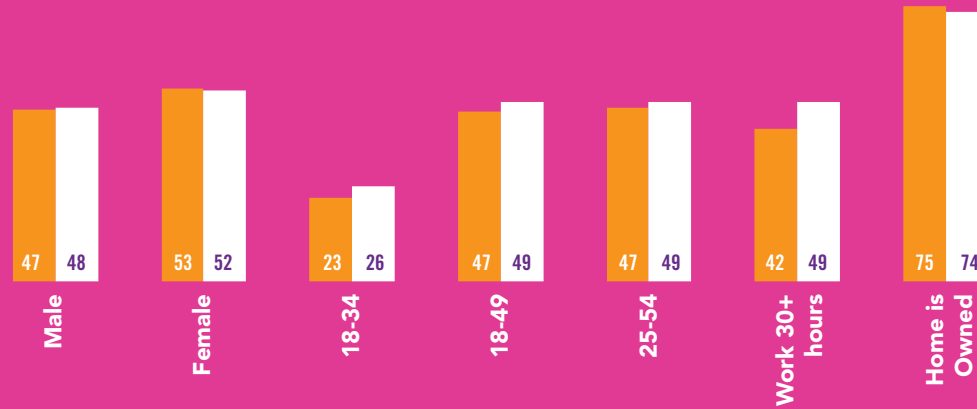
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data M-Su 2a-2a (Jan3-May29/11)

Total TV
Showcase Diva



Showcase Diva viewers are more likely than the average TV viewer to:

- Spend \$150+ on groceries in the past 7 days (119) and consume 12+ bottles of water (129) or regular soft drinks (160) in the past week
- Own a cottage/recreation property (110) and use it Spring through Fall (121)
- Have invested in a motor home/camping trailer (109), sailboat/powerboat (170) or snowmobile/ATV (119)
- Have a dog (124) or cat (113)
- Spend \$500+ on appliances (140) or furniture (136) in the past year
- Have 3+ vehicles (138) in the household and plan to invest \$40,000+ to purchase/lease a vehicle in the next 12 months (179)

Source: Fall'10 BBM Extended Diary Data, A18-54, English Canada, % composition indexed to TV population, M-Su 6a-2a

